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NEWSLETTER

Hispanics and the Kentucky Business Environment

Advances in computer sciences, telecommunications and technology along with cross cultural and inter-cultural experiences are making the world a 'global village'. **More on pg. 4**

NATIONAL HISPANIC HERITAGE MONTH: SEPTEMBER 15 - OCTOBER 15

HISPANIC HERITAGE MONTH

OCTOBER 2006

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October 2006

**National Hispanic Heritage Month
September 15 – October 15**

In this issue, we are celebrating National Hispanic Heritage Month in Kentucky. President Lyndon B. Johnson first proclaimed National Hispanic Heritage Week in 1968. Two decades later the observance was expanded to a month-long celebration.

In the Commonwealth we have seen tremendous growth in numbers with the Hispanic population since the early 1990s – particularly in cities such as Lexington and Shelbyville. Diversity is woven into the fabric of American culture. It is one of the unique elements that sets the United States apart from other nations.

We must continue to embrace diversity in the Commonwealth. Diverse populations have played a major role in urban centers like Louisville and Lexington, have brought about some of the dynamic changes we are seeing in the northern Kentucky area and have historically played a crucial role in our coalfields.

The southeast region of the United States will continue to see increases in the Hispanic population. Indeed, as far as Kentucky is concerned, it is a tangible testimony to our ever expanding economy. Our Hispanic population is committed to the future of Kentucky and is working diligently for its continued success.

Unfortunately, with change comes unnecessary fear. Recently, in Rockfield (Warren County), Kentucky, a Hispanic family found a cross burning in the front yard of their new home. There was also a sign that said "My country maybe, my neighborhood NO WAY!!!" That cowardly act toward this family does not represent the good people of Warren County or the values of the Commonwealth.

The Espinoza family, native of El Salvador, is to be embraced by the people of Kentucky and shown the kind of southern hospitality that makes Kentucky the most welcoming state in the south. While the FBI is investigating the matter, the Espinozas should rest assured that in Kentucky we will not tolerate such behavior.

I want all Kentuckians to celebrate National Hispanic Heritage Month by embracing our differences and celebrating that which makes us unique. No longer will we look backward or down. All of us will continue to move Kentucky forward by looking upward.

Happy National Hispanic Heritage Month.

Ernie Fletcher, Governor
<http://governor.ky.gov/>



AN EQUAL OPPORTUNITY EMPLOYER M/F/D



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September 2006

We are pleased to celebrate National Hispanic Heritage Month this September and October. The Office of Minority Empowerment is dedicated to expanding its outreach efforts into Kentucky's Hispanic community.

After meeting with many leaders in the Hispanic community we are gaining a better understanding of their needs and aspirations. We were asked to increase government information, more communication from our office, greater networking opportunities, genuine cultural appreciation and civic training are all a must for members of the Hispanic community.

This office will incorporate these requests into its mission and action plan. We also intend to work closely with state government officials to better market information regarding services, grants and policies that have a more immediate effect on Kentucky's minority populations. There are myriad opportunities available with state government, but in many instances, Kentucky's minority population is not aware of these services. We promise to make increased awareness our top priority.

All of us are committed to Kentucky's future. And as Governor Fletcher said, we must all continue to look upward to move this state forward. Celebrating Hispanic Heritage Month in Kentucky is important because in reality, it is everyone's heritage now. Kentucky's bright future requires a committed community connected in every way.

All best,

Troy Body
Executive Director of Minority Empowerment
Office of the Governor
<http://ome.ky.gov>



AN EQUAL OPPORTUNITY EMPLOYER M/F/D

Hispanics and the Kentucky Business Environment

Adam Ruiz

Director Community Development
Citizens Union Bank

In 1987, when Pope John Paul II made the second of his three pastoral visits to the United States, he brought as his theme 'Unity in Diversity'.

He realized, as did other leaders, that advances in the computer sciences, telecommunications and technology fields along with cross cultural and inter-cultural experiences and excursions [e.g. multinational business ventures, inter-religious dialogue, inter-governmental projects etc.] were converging in ever new ways to truly make the world a 'global village'.

He intuited that these progressions will necessarily entail the convergence of different cultures, communities, traditions and world views and that the understanding, accepting and celebrating of same would be a key component to global and intercultural dialogue and synergy.

Today in Kentucky, as elsewhere in the United States, the global village is now a growing reality. With over 50 languages being spoken by students who attend Jefferson County Public Schools, we can discern this reality readily.

As the message of 'unity in diversity' continues growing in importance, many individuals, churches, communities, businesses and gov-

ernmental agencies are preparing and instituting community-wide or corporate wide initiatives.

Communities now and in the future will necessarily require and seek out those leaders who understand and proactively respond to the message of unity in diversity.

Individuals who can stand in multiple worlds at the same time [whether it is of the Hispanic and Euro-American, Vietnamese and African American, rural and urban, the elderly and youth, or the abled and the differently-abled, to name a few] and can welcome the diversities, who can build bridges, make connections, and create opportunities, those will be the ones that we look to for leadership and guidance.

The newly created Hispanic-Latino Business Council an affiliate of GLI in Greater Louisville is one of the new initiatives being established to respond positively to the need for unity in diversity in our community.

Our council was created to support the business and economic growth in our community by providing a professional, business oriented member organization that can help Hispanic owned businesses become more successful, thereby contributing to the overall betterment of the larger community.

We will bring people together and help provide access to resources to allow for mutually beneficial relationships.

Our programming initiatives will focus on leadership development by supporting our members to become competent and successful in their business pursuits.

We are working on increasing the awareness of the presence of Hispanic Latino-businesses in our area and to help promote them to the larger community. We will educate the public about the Council and about the Hispanic Latino community, especially our growth and our potential.

As we celebrate Hispanic Heritage Month, the Hispanic-Latino Business Council invites you to join us in our goal of promoting Hispanic business leaders and Hispanic owned businesses. Let us continue to promote the positive message of unity in diversity — all of us working together for the sake of the commonwealth.

Working With the Spanish Speaking Population

Juan Pena

Field Supervisor

Kentucky Commission on Human Rights

As we celebrate National Hispanic Heritage Month in Kentucky, it is important to understand the current priorities and potential of our states growing Hispanic population and to identify the best ways to work together.

The Kentucky Commission on Human Rights (KCHR) is pleased to share its experience in working with the Hispanic community

and to outline effective education outreach practices for working with Kentucky's immigrant population.

KCHR has been proactive in recent years in its education and outreach services to end discriminatory barriers that hinder full participation for Hispanics and immigrant communities in building Kentucky's future. KCHR is responsible for the enforcement of the Kentucky Civil Rights laws. It has jurisdiction to receive, conciliate and investigate complaints of discrimination in employment, housing and public accommodation.

KCHR has successfully educated thousands of immigrants through workshops, community forums, civil rights training, conferences, the translation of materials and through the hiring of full-time Spanish speaking officers. KCHR has conducted more than 150 outreach activities across the state to ensure that Kentucky's immigrants are aware of their rights and responsibilities under the Kentucky Civil Rights Act. KCHR has conducted most of the workshops during the evenings and weekends after English as a Second Language classes and church services. Also, staff has participated in Hispanic festivals and visited worksites.

Through this work, KCHR has earned the trust of Kentucky's immigrant community. Currently, we receive about four new inquiries per week requesting information about civil rights issues or to file a complaint of discrimination. The number of requests has risen

dramatically over the years. Additionally, KCHR has earned this trust through partnerships with Latino centers, Latino ministries and other leaders in local communities. The role of the local leader in the immigrant community has been important to our success.

Also, the Hispanic media outlets have been vital to our success in reaching out to the immigrant population. There are more than 18 different Spanish media outlets that serve nearly 80 percent of the Hispanic population in Kentucky. These particular media outlets are the primary source of news for Hispanics in Kentucky.

KCHR has learned that while many Hispanics are interested in learning about their civil rights and responsibilities, most of them are pursuing other immediate priorities. For example, many Hispanics focus on their immigration status in the United States, health care, homeownership and a quality education for their children. Once our organization understood the priorities of the Hispanic population, we partnered with organizations that provide those services and offered the appropriate workshops.

Based on experience in the field, many Hispanics experience discrimination because they are not often familiar with their civil rights and responsibilities and because they are unable to speak English. They often have communication problems with employers and/or landlords.

To successfully reach out to the Hispanic population, it is important to provide a wide range of

education and outreach services, including workshops and trainings, to hire multicultural and bilingual employees, to distribute information through Spanish media outlets and partner with local leaders in the immigrant community and with organizations which provide services considered to be priorities to the target population. The immigrant population is likely to call for assistance once their trust has been won over.

Hispanic Cultural Impact in Kentucky

Celina Magana

Policy Advisor Hispanic Affairs

Kentucky Department of Labor

Kentucky is experiencing a demographic boom in the Hispanic population. The new data released recently by the census bureau validly backs up that claim. Hispanics are now the country's largest minority group at 14 percent, slightly larger than the 12.8 percent of African Americans. Hispanics account for 49 percent of the United States' population growth since the last decade with an estimated purchasing power of \$863 billion by 2007.

According to the census data, 81,783 Hispanics live in Kentucky. Given the methodology for collecting the data, it is suggested by the Federal Government that in actuality the number is more than three times that.

The housing, banking and retailing industries see this market as a great source of new opportunity. Companies have specific initiatives to attract this market to buy their

products. The Kentucky Housing Corporation, community ventures and many banks are actively engaged in reaching out to Hispanics in Kentucky because a large percentage of their income is invested in the local economy.

Because Kentucky's economy attracts a large immigrant population, we are considered a much more diverse state. It is widely believed that large numbers of immigrants are considered a "badge for success," as described by William Frey, a demographer at The Brookings Institution, a Washington, D.C. think tank. "It is diversity and immigration going hand-in-hand."

Recent data outlines that immigrant Hispanics will travel beyond the traditional Hispanic states if jobs are available. Low-skilled Hispanic workers are attracted by a healthy economy that offers them a better way of life. Kentucky has become one of the non-traditional states where Hispanics have migrated in the last decade.

Education attainment for Hispanics has increased in every state from the year 2000 to 2005. Nationally the share of adults age 25 and older, with at least a high school diploma, increased from 80 percent to 84 percent. The share of adults with a bachelor's degree increased from 24 percent to 27 percent. It is estimated the number of Hispanic students in Kentucky will increase from the current one percent to eight percent by the year 2018.

It is believed that the United States adds a person every 11 seconds. A baby is born every eight seconds. Someone in this country dies every 13 seconds and someone migrates to the United States every 30 seconds. The growth of the Latino population promises to have a profound cultural, political and economic impact in the United States. Many people are embracing change, but some are not. This is evident from the national debate on immigration. The growing number of Hispanics is closely tied to immigration because 40 percent of all new immigrants are Hispanic. The newly arrived Hispanic immigrants in Kentucky represent challenges and some great opportunities for the commonwealth and the nation as well.

Trends and Implications of Hispanic Migration to Kentucky

Mark Schirmer
Kentucky Long-Term Policy Research Center

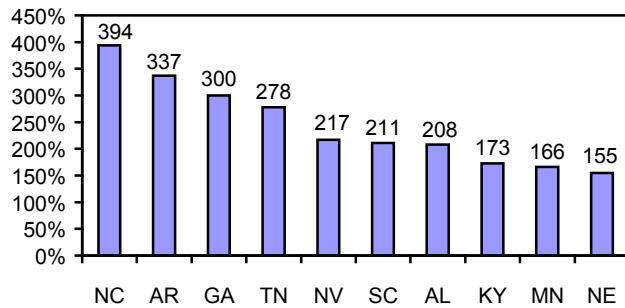
In recent months, the issue of immigration—legal and illegal—has again moved to the forefront of political debate and social activism, touching on virtually every field of public policy: national security, health care, public education, wages, inflation, Social Security, unemployment, criminal justice, and more. Much of the attention has focused on Mexico because most of the foreign-born population residing in the United States are Hispanic, and most hail from that country. The impact and

influence of Hispanics has been felt most strongly in border states like California, Arizona and Texas, but recent years have seen growing numbers of migrants moving beyond the gateway states and settling into the Midwest and the Southeast—including Kentucky—bringing with them challenges, opportunities, and greater diversity. Setting aside the debate over immigration reform, a look at the recent past strongly suggests what impact Kentucky can expect in the near future.

During the 1990s, Kentucky's Hispanic population had the eighth highest growth rate in the country—173 percent—part of a rising trend of Hispanics settling in the Southeast. (See Figure 1.) In terms of actual numbers, Kentucky added 38,000 Hispanics—both native and foreign-born—between 1990 and 2000, and Hispanics represented 1.5 percent of the state's population by the end of the decade, according to the U.S. Census Bureau. From 1990 until 2004, Kentucky's Hispanic and Latino population grew more than 239 percent. Even with this recent rate of growth, the Kentucky State Data Center projects that Hispanics will comprise only about 5 percent of the state's population by 2030. Nationwide, Hispanics currently comprise 14 percent of the population, rising to a projected 20 percent by 2030.

Attempts to explain the nation's large influx of legal and illegal immigrants from Mexico often focus on economic disparities

FIGURE 1
Hispanic Population Change
in the Top Ten States, 1990-2000



Source: Pew Hispanic Center tabulations from 1990 and 2000 Census Summary File 1

between our two countries, and understandably so. The United States and Mexico have the largest income disparity of any two contiguous countries, and that gap has widened in recent years. (See Figure 2.) The federal minimum wage in the United States remains \$5.15 per hour, compared with \$4.50 per day in Mexico. Assuming an eight-hour workday, a laborer in the United States can make nearly 10 times as much money per day as in Mexico, if not much more. As such, economic development in Mexico could greatly curb the flow of undocumented immigrants.

incentive to emigrate.

In addition to a dramatic dispar-

Since 2000, Mexico's economy has shown some encouraging signs of improvement, including a two-thirds drop in annual inflation, a 74 percent rise in foreign investment, and a 7 percent increase in real wages, all of which will help to undercut the

predictor of migration patterns. Migration to Kentucky, therefore, will also likely rise and fall with the state's job supply.

Beyond economics, fertility rates have also played a key role in the rising rate of migration to the United States. Before the 1970s and even into that decade, the Mexican government encouraged families to have as many children as they could, guided by Juan Bautista Alberdi's political philosophy, *gobnar es poblar*: "to govern is to populate." This policy resulted in a fertility rate of six to eight children per woman, causing Mex-

TABLE 1
Growth in Firms and Receipts,
Kentucky and U.S., 1997 to 2002

	Kentucky		United States	
All Firms	7%	16%	10%	22%
Hispanic-Owned	41%	172%	31%	19%

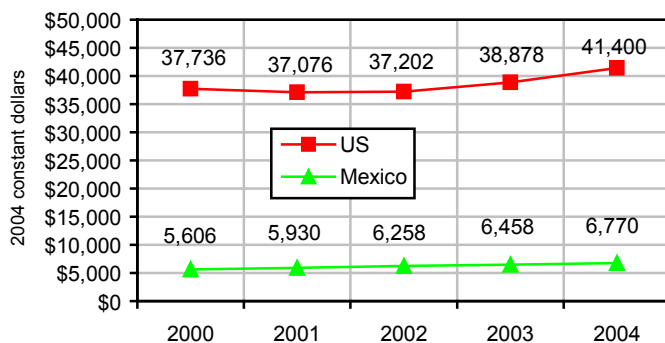
Source: US Census Bureau

ity in pay, the United States also has had a much more robust job market in recent years. The Pew Hispanic Center found that fluctua-

tions in the U.S. employment rate closely match fluctuations in migration from Mexico. (See Figure 3.) In its study of the six states with the highest rates of Hispanic population growth, Pew identified job availability as a strong

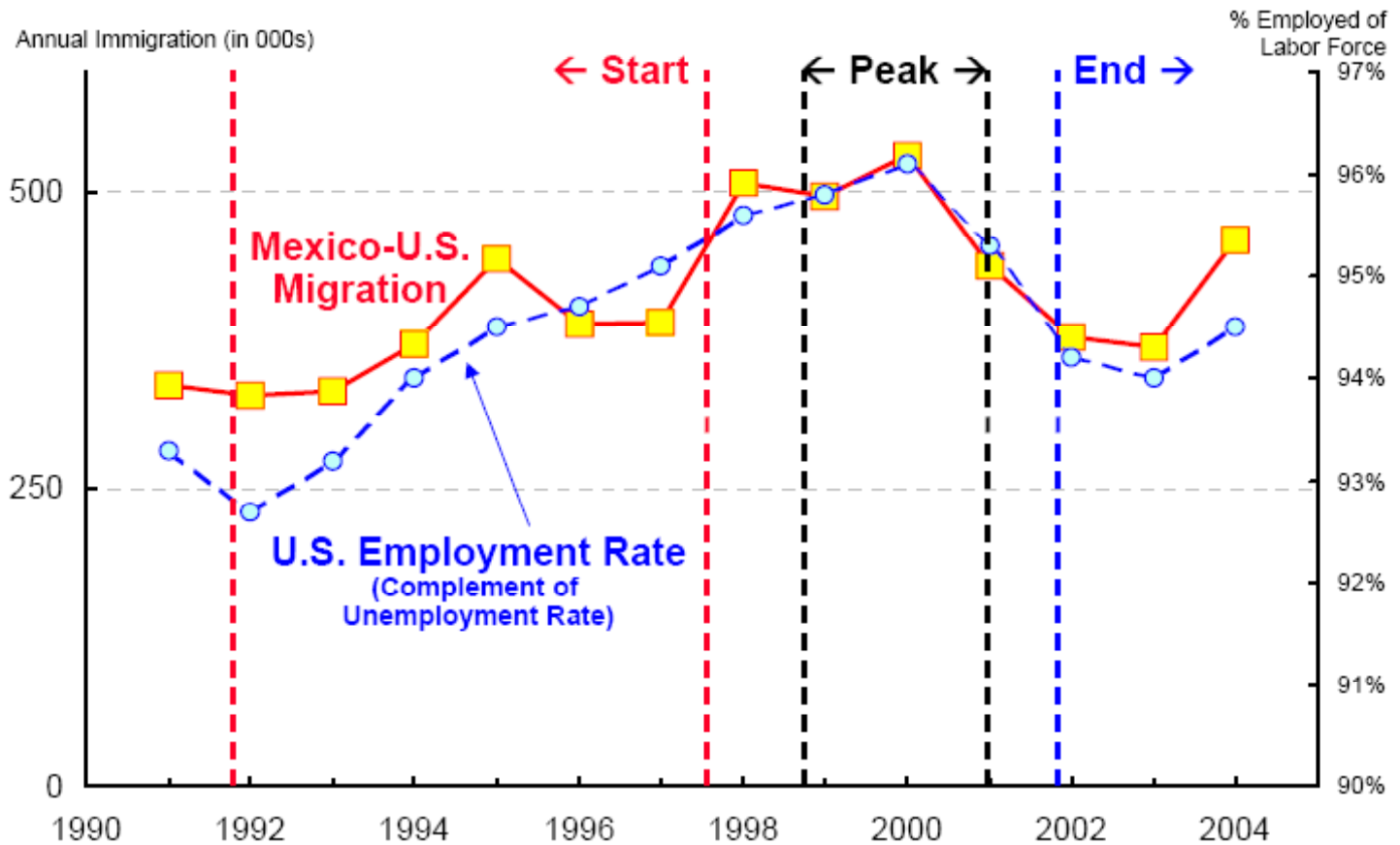
ico's population to double since 1970, triple since 1960, quadruple since 1950, and quintuple since 1940. (See Figure 4.) With the enactment of NAFTA in the early 1990s, Mexico received an influx of factory jobs but not enough to meet the nation's needs. During this decade, roughly one million Mexicans entered the workforce each year, but the country's labor market added only about 500,000 jobs. Not coincidentally, during this same period, approximately half a million residents of Mexico emigrated to the United States. Further exacerbating the job shortage, nearly 900 factories

FIGURE 2
Per Capita Gross National Income,
Mexico and the U.S., 2000-2004



Source: World Bank

FIGURE 3
Mexican Migration Follows Trends in U.S. Employment Rate



closed by the end of the 1990s, many relocating to China.

Since the 1970s, the Mexican government has abandoned the *gobemamos pobleando* dictum for a more pragmatic approach to population growth, and fertility rates have dropped precipitously, from 6.5 children per woman in 1970 to 2.75 children in 2000. Provided Mexico suffers no financial catastrophe

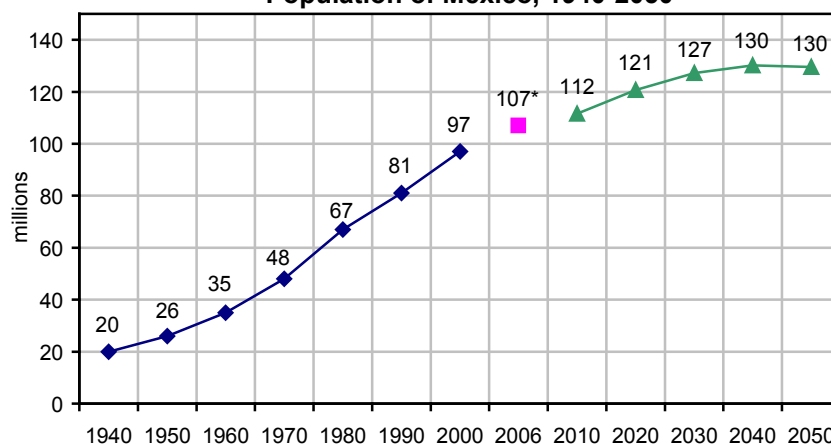
in the near future, the country's labor market will have the opportunity to find its equilibrium in

the coming decades, undercutting the incentive to emigrate. Furthermore, the fact that Mexican

education—Mexico's middle class is expected to expand—and reduced population growth will free up

public funds for infrastructure and labor force development.

FIGURE 4
Actual, Estimated, and Projected Population of Mexico, 1940-2050



* Estimated
Source: El Consejo Nacional de Población

Hispanics in Kentucky not only enter the workforce, some start businesses of their own. From 1997 to 2002, the number of Hispanic-owned firms in the state increased from 1,481 to 2,094, a growth of 41 percent; receipts

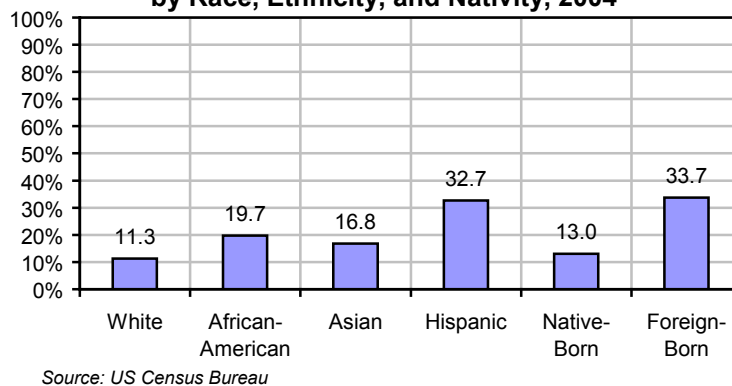
for these firms rose 172 percent to \$770 million. During this same time, the total number of firms in

Kentucky crept up 7 percent, and total receipts grew 16 percent, one tenth the growth of receipts from Hispanic-owned firms. (See Table 1.) In terms of the number of firms, and especially with regard to receipts, growth in Kentucky's Hispanic-owned firms far outstripped their national cohorts. However, even after this rapid growth, only 0.7 percent of Kentucky's firms are Hispanic-owned. Moreover, receipts constitute a mere 0.3 percent of the state's total. Though Hispanic-owned firms represent a small fraction of Kentucky's business activity, it is a dynamic one. Thus, nurturing entrepreneurship in this growing segment of the economy will help maximize the social contribution of immigrants.

A number of concerns routinely arise in response to increases in immigration, particularly with regard to illegal immigration, which predominantly flows from Mexico. One such concern centers around the cost of health care, particularly the expense of uncompensated care for the uninsured. According to the Census Bureau, more than one third of the foreign-born population and nearly a third of all Hispanics—including both native and foreign-born—do not have

health insurance. Furthermore, undocumented immigrants could

FIGURE 5
Lack of Health Insurance,
by Race, Ethnicity, and Nativity, 2004



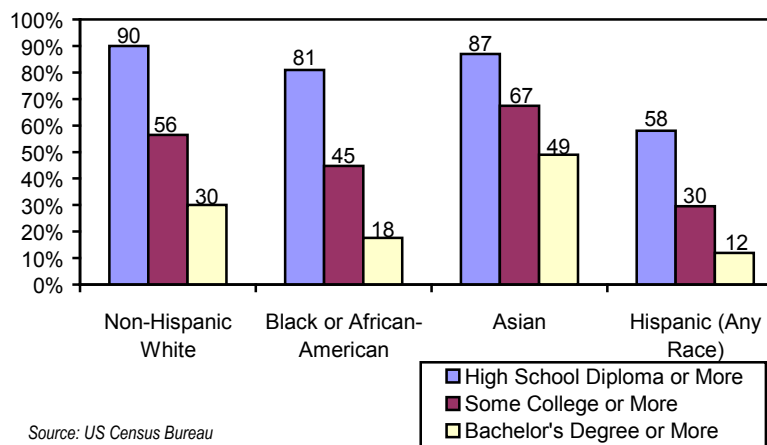
be responsible for as much as one third of the increase in uninsured adults in the U.S. from 1980 to 2000. (See Figure 5.) Though undocumented immigrants in particular doubtlessly contribute

Public expenses, in fact, surface repeatedly in the debate over illegal immigration. In addition to health care costs, public education for the children of illegal immigrants is also a source of consternation. However, as with uncompensated care, the Government Accountability Office (GAO) concluded it could not reliably estimate the cost of educating the children of undocumented immigrants because the immigration status of schoolchildren is unknown. Additionally, the cost of incarcerating illegal Mexican immigrants also elicits concern. In 2000, Hispanics comprised 1.5 percent of the general population

in Kentucky, but only 0.6 percent of the prison population. By 2005, 1.1 percent of Kentucky's prisoners and 2 percent of the state's residents were Hispanic. Even assuming, merely for the sake of argument, that all Hispanic prisoners had entered the country illegally, 0.6 percent of all prisoners does not constitute a major driver of corrections spending. Furthermore,

Hispanics have consistently been underrepresented in the prison population, undercutting the fear that the increasing influx of Hispanic immigrants will boost the crime rate.

FIGURE 6
Educational Attainment of the Population Aged 25 and Older, by Race and Hispanic Origin, 2004



to increased uncompensated care costs, the actual amount cannot be accurately quantified due to a lack of data on the number of undocumented persons treated in hospitals and clinics.

The tendency of those with low levels of educational attainment to experience poorer health and receive lower wages than their better-educated counterparts underscores one of the challenges faced by communities receiving increased numbers of foreign-born Latinos: 44 percent are high school dropouts, nearly three times higher than the rate for native-born Latinos (15 percent). Compared to other racial and ethnic groups, Hispanics nationwide—including both the native- and foreign-born—are far less likely to complete high school and attend college. (See Figure 6.) Compared to the rest of the nation, however, Kentucky's Hispanic population has higher rates of completion for both high school and college. Whether that advantage is maintained and improved upon will depend largely on the quality of education Hispanic children receive in our public schools.

Over a 10-year span, between the 1991-92 and 2001-02 school years, enrollment in the state's public schools dropped by about 10 percent, from 701,854 to 630,461. While total enrollment dropped, the number of schoolchildren with limited English proficiency (LEP) almost quadrupled, from 1,544 to 6,017. Of today's LEP children, approximately 59 percent speak Spanish. Kentucky's Spanish-speaking students are not evenly distributed around the state, however, but are concentrated in and around the Urban Triangle. The Jefferson and Fayette county school districts alone account for 42 percent of all Spanish-speaking students.²¹ Though schools will have to

direct more effort to addressing the needs of Spanish-speaking LEP students, their concentration in certain areas of the state will allow for a more efficient deployment of resources.

The language barrier, though a problem for many new arrivals and their children, fades after the first generation of immigrants, and effectively disappears by the third. Among foreign-born Hispanics, only 4 percent are English-dominant and 24 percent speak both English and Spanish; the remaining 72 percent speak Spanish predominantly. Among the next generation, only 7 percent are Spanish-dominant, with the remainder evenly split between bilingual and English-dominant. By the third generation, none speak Spanish predominantly and only 22 percent remain bilingual. Though the lack of English fluency among many Hispanic and Latino immigrants has been a source of frustration for many English-speaking natives, Latinos actually place a higher importance on teaching English to immigrant children than do other racial and ethnic groups. In a survey of attitudes about learning English, Pew Hispanic Center asked, "How important is the goal of teaching English to the children of immigrant families?" Among Latinos, 92 percent answered "very important," while 87 percent of whites and 83 percent of blacks expressed the same viewpoint. Additionally, a separate Pew survey found that 89 percent of Hispanics feel one must learn English in order to succeed in the United States.

In the coming decades, Kentucky's public schools will have the responsibility for English language training and the social assimilation of a growing number of Hispanic immigrant children, but this segment of the population will likely continue to be concentrated in the Urban Triangle and western Kentucky. At present, Kentucky ranks 47th overall in terms of the percentage of students who are Hispanic and will no doubt continue to be ranked near the bottom in the nation. Though some of these students are possibly the children of undocumented immigrants who might not pay some taxes, and in spite of the fact that illegal immigrants often require medical service for which they cannot pay, we cannot reliably estimate the additional costs incurred due to illegal immigration.

In light of Mexico's declining fertility rate, however, we can anticipate that parents will have an easier time supporting their families and investing in their children, diminishing the incentive to emigrate. Moreover, current trends indicate that Mexico's population will begin declining midway through the century. Though Hispanic immigrants will continue to settle outside the gateway states—particularly in the Midwest and Southeast—Hispanics will remain a small percentage of the state population, in spite of the rapid rate of growth. This influx of immigrants will help to offset Kentucky's below-replacement birth rate, preventing the state's population and workforce from declining. However, because of the low high school and college completion rates among

Hispanics, the state will face new challenges as this segment of the population—particularly the foreign-born—enters the workforce. For these reasons, the Lexington Mayor's Task Force for Hispanic Workforce Development recommends identifying best practices for employers who hire foreign-born workers, and taking measures to help workers understand their on-the-job rights and responsibilities. Effort must also be made to nurture the growing entrepreneurship in the state's Hispanic community.

Ultimately, the uncertain projections of growth in the state's and the nation's Hispanic population could be trumped by a pair of wild cards: the health of the Mexican economy and the scope of U.S. federal legislation. Though Mexico has shown encouraging signs of economic improvement in recent years, we have no way of knowing what will happen to Mexico's economy in the decades to come. Should it take a turn for the worse, no doubt more Mexicans will seek entry into the United States. If the economy and job market grow considerably, the incentive to leave the country will diminish. Domestically, federal immigration legislation remains up in the air. We do not know what, if any, laws will finally be passed, much less when they will become effective. Consequently, we cannot predict what impact federal law may have on the flow of immigrants, legal and illegal. As it has in years past, the debate over immigration reform will likely continue to wax and wane until—and no doubt long after—new legislation is adopted or labor force needs compel liberalization. Though we do not know

exactly what the future holds for federal legislation and the Mexican economy, recent economic and demographic trends suggest what it holds for Kentucky: a slow demographic shift towards a somewhat more diverse populace, bringing with it a new set of challenges and opportunities.

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Visit the Following Websites:

- US Census Bureau on Hispanic Heritage Month 2006
http://www.census.gov/Press-Release/www/releases/archives/facts_for_features_special_editions/007173.html
- Hispanic Businesses
http://www.census.gov/Press-Release/www/releases/archives/business_ownership/006577.html
- Statistics for Hispanic-Owned Firms
http://www.census.gov/Press-Release/www/releases/archives/business_ownership/006577.html
- Pew Hispanic Center
<http://pewhispanic.org/>
- Kentucky Data Center
<http://ksdc.louisville.edu/>
- Migrant Network Coalition Lexington, KY
<http://www.mnclex.net/>
- Mexican Consulate Indianapolis
<http://portal.sre.gob.mx/indianapolis/>
- National Council of La Raza
<http://www.nclr.org/>

Bilingual services provided in Kentucky

- Kentucky Department of Labor Bilingual Services
<http://www.labor.ky.gov/hispanicsservices/>
- Kentucky Cabinet for Health Family and Children (Spanish)
<http://chfs.ky.gov/informationInSpanish.htm>

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Spanish magazine
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Midwest Latino

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Online Spanish Weekly News

quepasaenlouisville.com

Radio La Caliente/ WTMT

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